

WHAT IS CLAIMED IS:

1 1. Using a computer system with access to electronically retrievable content
2 in digital form, a method of providing content in response to a request, comprising:
3 receiving a request for specific host content;
4 obtaining the host content;
5 formulating a search query based on the host content;
6 applying the search query to a search engine to search guest content; and
7 including at least a reference to at least some of the search query results with the host
8 content returned in response to the request.

1 2. The method of claim 1, wherein a host content summary is used as the
2 search query.

1 3. The method of claim 1, wherein the host content is requested from a user
2 system via an HTTP request including a URL referencing the host content, wherein the
3 search query is a string of one or more keywords to which the host content relates, and
4 wherein the guest query comprises one or more of advertisements, potentially related content
5 references and context-specific page features.

1 4. A method of generating content for an electronic content access system
2 wherein requests for host content are received and responses to such requests include at least
3 references to the host content requested and at least references to guest content related to the
4 host content requested, the method comprising:
5 obtaining host content from sources external to the electronic content access system;
6 importing the obtained host content to a host content database;
7 associating at least some of the host content with terms in a host content dictionary;
8 associating at least some of the host content with nodes of a host content taxonomy,
9 wherein the host content taxonomy is a hierarchy of topics;
10 distilling the host content to derive host content summary data for the host content;
11 storing the host content summary data in an indexable structure; and
12 storing guest content in an indexable structure, such that a query using host content
13 summary data for requested host content can be applied as a search against the guest
14 content to retrieve guest content related to the requested host content without

15 requiring that each host content object have a preassociated link with guest content
16 to be provided in response to the request for host content.

1 5. The method of claim 4, wherein the terms in the host content dictionary
2 comprise one or more words.

1 6. The method of claim 5, wherein at least some of the terms in the host
2 content dictionary comprise more than one word, with the more than one word having an
3 order among the words.

1 7. The method of claim 4, wherein some host content is associated with more
2 than one node of the host content taxonomy.

1 8. The method of claim 4, wherein distilling uses the contents of the host
2 content dictionary and host content taxonomy.

1 9. The method of claim 4, wherein the host content summary data is usable as
2 the search query to be applied against the guest content.

1 10. A content display, implemented by a computing device capable of
2 displaying data retrieved over a network, the content display comprising:
3 host content that is obtained over the network in response to a request initiated by the
4 computing device, wherein the request includes a reference to the host content being
5 requested; and
6 guest content that is obtained over the network and is determined in part by the results of
7 a search of guest content corpus done following receipt of the request by a host
8 server wherein the search of the guest content corpus is based on search parameters
9 that are based at least in part on a host content summary and the host content
10 summary is based at least in part on a taxonomy path representing a node in a host
11 content taxonomy with which the requested host content is associated, and terms in a
12 host content dictionary with which the requested host content is associated.

1 11. The content display of claim 10, wherein the reference to the host content
2 is a URL and the request is an HTTP page request.

1 12. The content display of claim 10, wherein the host content summary data is
2 usable as the search query to be applied against the guest content.